

BASIS DC BOOSTERS STRATEGIC PLAN

School Year 2014-2015

(v.2 September 17, 2014)

The mission of the BASIS DC Boosters is to support the school in its efforts to provide the best public educational experience in the District of Columbia and to help create a common sense of community and purpose among the school's parents and supporters. To meet its mission, the Boosters Board of Directors has established the following four key goals for the 2014-15 school year:

1. Fund-raising
2. Community Building
3. Advocacy (including recruiting & regulatory affairs)
4. Communication

In order to achieve these four goals, the Boosters will work with the parent community, local businesses, local government and school leadership to ensure BASIS DC students continue to experience a positive learning environment and world class education. In addition, parents are always welcome to suggest, and ultimately act on, other ad hoc issues they think are appropriate for the Boosters.

GOAL 1: FUNDRAISING

TEAM LEADS: Sean Aiken, Dee Lofton, Melanie & Marc Holmes

Key initiatives:

- Annual Teacher Fund – The Annual Teacher Fund allows school officials to provide bonuses for outstanding teachers and staff who return BASIS DC. A fully-funded ATF provides the school with a powerful recruiting tool that allows it to identify and hire world class teachers. Our goal for the school year is to raise **\$290,000**, or roughly **\$500** per student. To achieve this goal, the Boosters will work closely with school officials to support periodic gift-giving campaigns such as an annual pledge letter, Holiday Gift Tag effort and Month of Fun and Fundraising projects. In addition, the Boosters will repeatedly encourage families to contribute via its communications and during Boosters meetings and functions.
- Ad hoc fund-raising – In addition to raising money for the Annual Teacher Fund, the Boosters also will raise funds through efforts like selling concessions at school dances, to purchase key supplies for the school, such as tissues and dry erase markers, and fund activities like the new student ice cream social, Count Day treats, etc. The Boosters occasionally will seek donated items, such as microwaves, to support the school.
- Process for making recurring contributions – The Boosters will work with the school to make sure they can process recurring, monthly contributions for the Annual Teacher Fund. While many families committed to making monthly contributions last year, the school was not able to process them. We will make sure this happens this year.

- Donor Appreciation – The Boosters will make sure every donor is recognized for their support for the school and encouraged to contribute again.
- Matching Funds – Now that the school has finalized its not-for-profit status, we want to encourage families that work for firms that provide matching donations to encourage those employers to support BASIS DC.
- Holiday Gift Tags – The Boosters will once again organize a Holiday Gift Tag fundraising campaign for the Annual Teacher Fund. This campaign provides students and families with an opportunity to both send Gift Tags to teachers and staff and to make a donation in their honor to the Annual Teacher Fund.
- Gala – Melanie and Marc Holmes have volunteered to run the 3rd Annual BASIS DC Gala and Silent Auction. This is a key fundraising effort for the Boosters and also a wonderful opportunity to help build our nascent community.
- Month of Fun & Fundraising – The Boosters will run a month-long fundraising effort, which includes a number of fun activities, in the spring to encourage additional contributions to the Annual Teacher Fund (and further build community). Possible activities could include a Field Day, school dance, Pi Day fundraiser (where parents contribute in multiples of Pi - \$3.14, \$31.41, etc...) or special after-school Bake Sales.
- 100-percent participation – An important goal for the Boosters is to get every family to contribute this year. Whether they donate \$10,000, \$10 or spend a couple of hours selling pizzas at the next school dance, we want every family to chip in and help support our children's school.

GOAL 2: COMMUNITY BUILDING

TEAM: Martita Fleming, Katy Youel Page, Portia Sardik and Kate Earnhart Reynolds

Key initiatives:

Internal:

- Social Events – The Boosters will organize events during the school year where families and school staff can to have fun outside of the school setting. Events could include picnics, sports outings, restaurant nights, etc. The Boosters distributed a survey to the parent community looking for suggestions about the type of activities to organize.
- Teacher Appreciation Events – The Boosters will organize a series of events, such as a start-of-school breakfast and Thanksgiving lunch for the teachers at BASIS to show our support and appreciation. In addition, we will continue to urge families to donate food, drinks and other supplies for the teacher break rooms at the school. The Boosters will also continue to highlight members of the faculty so we have a better understanding of their amazing credentials.

- Families Within BASIS and Families Outside of BASIS – We want to make sure our community building activities include not only current BASIS DC families, but also prospective families. That is why we will work with school staff to organize events like information sessions about the school in different parts of the city and help staff BASIS DC Boosters at student recruitment fairs and events.
- Extracurricular Support – The Boosters will continue to work with the school to help as it runs various extracurricular programs by encouraging families to participate and helping identify volunteers to run or support the programs.
- New Parent On-Boarding – The Boosters will organize events, such as a new parent social and new students ice-cream party to help support families who are new to BASIS.

External:

- Neighborhood Outreach – We will build new, or strengthen existing, relationships with the school's neighbors to encourage them to host BASIS DC nights, donate food and goods, support the Gala, or even make contributions to the Annual Teacher Fund. We also want to ensure we are good neighbors. We also want to encourage BASIS DC families across the city to build connections in their local neighborhoods with businesses and community groups so we can count on their support as well.
- Internship/Partnership Program with Local Universities – The Boosters will leverage the many connections our families are likely to have with local universities to recruit support for the school via internships and other partnerships. This could include having college students serve as mentors for high school students, providing extra tutoring support or even having guest lecturers address key topics.
- Academic Partners – Similar to our university outreach, we want to leverage existing connections with the BASIS DC community to identify additional potential academic partners, such as inviting embassy staff to come and speak about their countries.

GOAL 3: ADVOCACY

TEAM: Eric Anders, Brian Turmail, Charlie Hutchison and Sean Cassidy.

Key initiatives:

- Recruiting (Families and Teachers) – The Boosters will help support the school's efforts to recruit new families and teachers, by helping staff recruiting booths, hosting BASIS info sessions, speaking with our neighbors about the school and leveraging our existing contacts to help broaden the school's recruiting reach.
- Regulatory Affairs, including
 - District Department of Transportation (DDOT) – We want to leverage existing, and establish new connections with DDOT to help ensure needed signage and safety

improvements are established around the school to keep our students safe.

- Metropolitan Police Department (MPD) – We want to build a stronger relationship with the MPD to make sure its officers are aware of the school and provide support for the building, especially during drop-off and pick-up times.
- Public Spaces – We want to ensure that BASIS DC has access to the full range of public spaces and facilities, including athletic fields and recreational centers, which would be available to any other public school students.
- Pepco – We want to build strong relationships with Pepco (and its new owners) to make sure that we are kept up to speed on any developments with its power transfer facility.
- Office of the State Superintendent for Education (OSSE) and Public Charter School Board (PCSB) – While the school has built a strong working relationship with both OSSE and PCSB, we want to build a stronger relationship between those two entities – who have direct oversight of BASIS DC – so they are aware that the school has a strong, connected and supportive parent community.
- Relationships with Elected and Appointed Officials – We want to leverage existing, and build new, relationships with members of the City Council, Mayor’s office and Congress to make sure BASIS DC has full support within city government and is viewed by members of Congress as a successful, effective, public school serving a diverse community of learners.

GOAL 4: COMMUNICATIONS

TEAM: Tony Aham, Jeff Jacobs, Kate Earnhart Reynolds and Kirsten Mitchell

Key initiatives:

- Weekly BASIS Boosters Email Blast – This has been informative to the parent community and we will ensure that volunteers continue to run this.
- The BASIS Boosters Student Directory – This has been a great success and we need to make sure as many families as possible fill out their Boosters form so we can make sure they are included. Marina Kittel is graciously assembling the directory again this year.
- BASIS DC Boosters Website - The existing website serves a great purpose but needs to be kept up-to-date with a calendar of current events, meeting minutes etc. We would like to solicit volunteers to take over its upkeep.
- The Boosters Listserv – The listserv is informative but needs rules to ensure civil discourse. We are crafting a set of rules to govern use of the listserv and we need to solicit members to moderate the list serve in an attempt to foster a greater sense of community.

- Coordinating with BASIS Inc. - We would like to establish a way to better collaborate and coordinate the activities of the Boosters and BASIS DC's Board of Directors and the national efforts of BASIS
- Social Media – The Boosters will explore establishing a Facebook group, Twitter account and other relevant social media outlets to help connect our community electronically.